



# Agribusiness Markets and Trade Program

S. Sureshwaran

USDA/CSREES

Grantsmanship Workshop

# Agribusiness Markets and Trade Program

- Core social science program.
- Supports research that is fundamental or mission linked.
- Beginning in FY 06, program is offered in odd numbered years.
- Agricultural Production and Value Added Processing Program Cluster.



# Agribusiness Markets and Trade

## Program Goals

- **Long Term (10 years)**
  - Increase the efficiency of and equity in agricultural production and marketing systems through greater knowledge of agribusiness structures and conduct, on competition at home and abroad.
  - Expand and maintain international export opportunities by promoting competition.
  - Facilitate new product development and insertion in the value chain through greater understanding of changing consumer needs and acceptance of new products and services, and effective marketing strategies.



# Agribusiness Markets and Trade Program Goals

- **Mid Term (5 years)**
  - Develop policy options and practical strategies to promote efficient and equitable agribusiness structure to enhance marketing and trade opportunities.
  - Identify future opportunities and evaluate policy options to increase market access and to reduce trade impediments for all U.S. food, fiber and bio-based products.
  - Develop policy options and practical strategies to facilitate the development of new agribusiness products to address the changing needs of consumers in the US and abroad.



# Agribusiness Markets and Trade Program Goals

## ■ Short-Term Goals

- Enhance understanding of the changes in agribusiness structure and conduct as well as its effectiveness to promote and foster competition at home and abroad.
- Identify future opportunities and evaluate policy options to increase market access and to reduce trade impediments for major agricultural products.
- Develop new models and theories to predict and to enhance our understanding of the changes in domestic and foreign consumer tastes and preferences.



# Agribusiness Market and Trade Program Statistics for FY 2005 (2007)

➤ Number of proposals submitted = 43 (60)

➤ Number of proposals awarded = 11

➤ Program success rate = 26%

➤ Average award size = \$199,577



# Significant Changes to Agribusiness Markets and Trade Program

- Name has been changed to Agribusiness Markets and Trade.
- Agribusiness Markets and Trade will be offered in FY 2009.
- Program is offered in alternate years and will not be accepting applications in FY 2008.
- Anticipated funding increased to approximately \$5.1 million dollars.
- Program goals for FY 2009 are different compared to previous years.



# Agricultural Markets and Trade Program Contact Information

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# Rural Development Program

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# Rural Development Program

- Core social science program.
- Supports research that is fundamental or mission linked.
- Beginning in FY 06, program is offered in even numbered years.
- Agroecosystems and Rural Prosperity Program Cluster.



# Rural Development Program Goals

- **Long Term (10 years)**
  - Develop and implement policy options and practical strategies to enhance the economic vitality of rural communities and in turn, reduce rural poverty.
  - Protect and enhance economic growth and the natural resource base of rural areas by developing strategies that reduce the competition between economic growth and the environment.
  - Build a diversified workforce to meet the needs of the present and the future.



# Rural Development Program Goals

## ■ Mid Term (6-8 years)

- Identify and implement practical strategies to expand the locus of activity of rural communities and in turn enhance the economic vitality of rural communities.
- Identify and promote economic development strategies that would enhance the environment, including ecosystem services and amenities based development.
- Fuller understanding of the impacts of migration and other demographic changes in rural communities, especially on human, political and social capital among the rural youth and development of successful policy options and practical strategies for enhancing its beneficial effects and/or mitigating negative effects.



# FY 2008 Rural Development Program Priorities

- Enhance knowledge, evaluate policy options and implement practical strategies to create employment opportunities and income growth, including appropriate entrepreneurship and small business development strategies.
- Estimate the costs, benefits and societal impacts of protecting the environment, using market and non market techniques, and implement practical strategies to enhance ecosystem services while promoting economic development and employment growth.
- Enhance understanding of and develop innovative strategies to build the rural workforce for the present and for the future, including projects to attract and retain rural youth.



# **Rural Development Program Statistics for FY 2006 (FY 2005)**

- Number of proposals submitted = 58 (42)
- Number of proposals awarded = 13 (8)
- Program success rate = 22% (19%)
- Average award size = \$317,769 (\$299,079)



# Significant Changes to Rural Development Program

- Rural Development will be offered in FY 2008.
- It is an Integrated Program in FY 2008.
- Rural Development program is offered alternate years and will not be accepting applications in FY 2009.
- Anticipated funding is approximately \$5.1 million dollars.
- Program goals in FY 2008 are different from those in previous years.



# Rural Development Program

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# Agricultural Prosperity for Small and Medium Sized Farms Program

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Grantsmanship Workshop

# Agricultural Prosperity for Small and Medium Sized Farms Program

- Core social science program.
- Supports multidisciplinary integrated projects that advance the sustainability of small and medium sized farms.
- Program is offered every year.
- Agroecosystems and Rural Prosperity Program Cluster.

# Agricultural Prosperity for Small and Medium Sized Farms Program Goals

## ■ **Long Term (10 years)**

- Enhance sustainability – through better on-farm production and conservation practices.
- Increase the farmer's share of the food dollar – through innovative and sustainable micro-level business practices.
- Enhance Farmland Preservation – through integrated projects on land use, entry and exit of farms, implications for rural communities and policy.

# Agricultural Prosperity for Small and Medium Sized Farms Program Goals

## ■ **Mid Term (6-8 years)**

- Develop and disseminate new system science knowledge and technologies to integrate economic and environmental sustainable agricultural development.
- Help establish farm business activities by expanding research on value added agriculture, marketing, management, etc.
- Understand the impacts of land use change, including entry and exit of farms, on the profitability of small and medium sized farms as well as on the ecosystem and rural prosperity and disseminate information to policy makers, farmers, etc

# Agricultural Prosperity for Small and Medium Sized Farms Program Priorities for FY 2007

- Increasing the productivity and profitability of new and existing small and medium sized farms and ranches through education and extension programs based on new knowledge generated by research on factors that advance the economic and environmental integration of on-farm agricultural production and soil and water conservation practices.
- Identification and dissemination of information to enhance the net economic, environmental and social benefits to small and medium-sized farms of on- and off-farm agricultural business activities, including impacts of innovative marketing and regional food systems, off-farm employment, migrant labor, etc.
- Through innovative, research-based education and/or extension programs, enhance the understanding of students, current and future policymakers, farmers and others of how land use change, farm transition, and farm entry issues affect the prosperity of small and medium-sized farms, the ecosystem, and rural prosperity.

# Agricultural Prosperity for Small and Medium Sized Farms Program Statistics for FY 2007

- Number of proposals submitted = 38
- Number of proposals awarded = 11
- Program success rate = 29%
- Average award size = \$454,545

# Significant Changes to Agricultural Prosperity for Small and Medium Sized Farms Program

- No major changes.
- This NRI 66.0 program encourages projects that enhance graduate student interactions with teachers in K-12 schools to share their research findings, improve communication and team building skills, enhance curriculum for and enrich learning and interest in agricultural science education among K-12 students (including social sciences), and help strengthen partnerships between institutions of higher education and local school districts. Examples of such projects can be found through NSF's GK-12 program at:  
[http://www.nsf.gov/funding/pgm\\_summ.jsp?pims\\_id=5472&org=NSF](http://www.nsf.gov/funding/pgm_summ.jsp?pims_id=5472&org=NSF)

# Agricultural Prosperity for Small and Medium Sized Farms Program

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